



**MARIANAS VISITORS AUTHORITY**  
**News Release**

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*Tourism is Everybody's Business!*

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## **SHANGHAI TV TAPES SHOW IN SAIPAN, TINIAN**

**Saipan, Northern Mariana Islands (NMI)** – Shanghai TV's "Hi Life" program taped a 50-minute program in Saipan and Tinian last week that will air to an estimated 150 million viewers in China. The show is anticipated to bring an estimated \$1.3-million in advertising exposure for the Northern Mariana Islands.

Hi Life is a lifestyle program targeting young and middle-aged travel lovers. While in Saipan, the show's three hosts highlighted a tour of Saipan, a dinner cruise with Saipan Sunset Cruise, water sports at Managaha, dinner at 360 Revolving Restaurant, golf at Lao Lao Bay Golf Resort, and an ATV tour with Marianas Trekking. An island tour of Tinian also featured numerous historical and geographic features.

"Media FAM(iliarization) tours such as these are an excellent investment of our advertising dollars and continue to bring large amounts of media exposure to Saipan, Tinian, and Rota," said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. "We thank our MVA members for their continued support of these groups with numerous in-kind donations."

The film crew lodged at Hyatt Regency Saipan and Tinian Dynasty Hotel & Casino during their visit. The media FAM(iliarization) tour was jointed sponsored by the MVA and Tinian Dynasty.



Shanghai TV's "Hi Life" program taped on Saipan and Tinian in September 2013 for a program that will air to 150 million potential viewers in China.

The Northern Mariana Islands of Saipan, Tinian, and Rota are a chain of idyllic islands in the West Pacific, offering a friendly, fun and exciting vacation in paradise. They are an excellent destination for families, adventure and sports-minded travelers, as well as business people looking for a tropical haven. Adventurous travelers from Asia, Australia, Europe and elsewhere looking for new travel discoveries will find them in the Mariana Islands, just three hours travel from most cities in Japan, and four from Asia and Australia. The Northern Marianas are served from Tokyo and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. Russia is served via Vladivostok and Khabarovsk. United Airlines has daily flight connections from nine cities in Japan to Saipan via Guam. United States mainland connections can be made by United Airlines to Saipan via Guam, and Delta Airlines from the west coast to Saipan via Narita. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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